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To innovationmetrics@doc.gov

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Subject Comments on Innovation Measurement

Measuring Innovation in the 21st Century Economy Advisory Committee:

My brief comment and suggestion would be for the committee to review the Measurement Assessment Tool named "The Seeds of Innovation Team and Organization Assessment" published by HRDQ (see HRDQ.com). This instrument was published in 2000 and has been used around the world by hundreds of public and private organizations as a way to measure innovation. The assessment is based on key learning outlined in the best selling book titled *The Seeds of Innovation*, published by the American Management Association. The assessment tool and book have been used extensively with government agencies and organizations in the USA, Canada, Mexico, Europe and Asia. Due to high demand, *The Seeds of Innovation* book has also been translated for the Chinese and Russian markets.

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*****The Seeds of Innovation*** is rated as a top book on Innovation Management in the USA, and has been on many top 10 best selling business book lists. In addition to the English version, the *Seeds of Innovation* book is now available in Chinese, and Russian.

Listen to our **audio podcast interview** on "Sowing the Seeds of Innovation" on BizTechTalk with Dan Keldsen of the "Innovation Lab" of Perot Systems (also available for download from the iTunes Store):

http://www.biztechtalk.com/2007/04/sewing_the_seed.html

*****Prisoners of Our Thoughts***, written by Dr. Alex Pattakos, introduces 7 core principles for finding deeper meaning in our work and everyday lives. Stephen Covey, author of *The 7 Habits of Highly Effective People* wrote the foreword. Please visit www.seedsofmeaning.com for more information. The book is currently available in English, French, Spanish, German, Chinese, Japanese, Korean, Dutch, Turkish, and Indonesian languages and was a finalist for the Self-Help Book of the Year Award by Foreword Magazine/Book Expo America.